

# *The* **QUILL**



JULY-OCTOBER, 1920

## "The First Editor of the Land"



Warren G. Harding

**I**N THIS day of institutional journalism, few American editors are widely known. It is appropriate that this nation, whose development of the provincial newspaper is its distinguishing contribution to the history of journalism, should choose, as between two editors, a representative of the country press. For the first time in its history, the country has chosen for its chief executive a journalist; not one in name only, but a man who can, with or without benefit of the I. T. U., put the paper to bed. Mayhap we are, at last, to abandon government by lawyers and, emulating France, give the publicist his turn.

# THE QUILL

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## Is "the Fourth Estate" a Joke?

By Lee A White

Editor of *The Quill*

GIFTED in the abuse of what a rhetorician has described as "our wallowing tongue," it perhaps ill becomes a newspaper man to take issue with a lexicographer. But when a "poor drudge who makes dictionaries" rubs salt in one of the numerous wounds of the journalist, the latter may only in justice be forgiven a fiendish delight in compounding by way of vengeance a nettle ointment for the pedant's rash.

Often as we have recourse to dictionaries, and abject as we are before their authors, there come frequently to our attention most astonishing instances of their failure adequately to record the usages in language which, after all, are the final authority. These weaknesses are but reminders that we common folk are at once the inheritors and the builders of our language, and that it is the bounden duty of the lexicon to report truthfully the decree of the populace as evidenced in its speech and its writings. In this respect the journalist and the lexicographer function somewhat alike.

A disputation between a maker of dictionaries and a toiler of the daily press is an uneven one. At the outset, it is almost sure that, as in the present instance, the newspaper writer will be denied that leisure (or will fail to take advantage of it) which may make his argument impeccable by the exhausting of authorities and citation of sufficient examples. But it is the very possibility of defeat which gives zest to the jousting, so, to the fray!

It was with the skimming eye that the exchange desk develops and altered tasks do not correct, that I fell upon a paragraph in an old *Literary Digest*, tucked away in the lexicographer's column, deep in the advertising pages:

"H. B. W.' Tullahoma, Tenn.—'What is *The Fourth Estate* to which we see newspaper men referred to as belonging?'"

"The expression *The Fourth Estate* is defined as follows: 'The newspaper press: so designated humorously as a distinct power in the state; formerly, also, the persons constituting the lowest and unrepresented classes of society, as distinguished from the common's.'"

One newspaper man need not indicate to another the choleric condition induced by that word "humorously," especially in one who had a vague notion of the dignity attached to the phrase discussed, and who was also perhaps too painfully conscious of professional dignity. Probably because there were other and more important things I should have been doing, I wrote briefly to "The Lexicographer's Easy Chair,"

inquiring why its occupant thought the term *Fourth Estate* funny, and tactlessly asking also whether he was not familiar with the famous quotation from Burke, via Carlyle, which I reminded him had appeared each week for many years on the front cover of the magazine *The Fourth Estate*. I found out. The answer was generously long, ungenerously indulgent, and saturate with finality:

"Replying to your letter of September 6th, we fear that you have no proof that Carlyle was correct in his assertion. In common with many other lexicographers, we made a wide search through Burke's utterances and writings for confirmation of the statement made by Carlyle, and failed to find it. Therefore, until proof be given to the contrary, we do not hesitate to say that Burke did not use the words attributed to him by Carlyle.

"The original application is to be credited to Fielding, but he did not apply it to the press. See 'Covent Garden Journal,' June 13, 1752—'None of our political writers . . . take notice of any more than three estates, namely, Kings, Lords, and Commons . . . passing by in silence that very large and powerful body which forms the *fourth estate* in this community—the mob.'"

"You ask why our definition of the *Fourth Estate* characterizes the application as humorous. This is due to the way in which the term was used by writers of the last century. For instance, Knight wrote—'Hackney-chairmen belonged to what Fielding termed the *Fourth Estate*. That dignity is now assigned to the Press.' Lytton Bulwer in his 'Life of Palmerston,' stated that, 'At a certain period in Palmerston's life, "The Times" constituted a *Fourth Estate* of the realm.' *Harper's Magazine* not so many years ago referred to the press as, 'A power which calls itself the *Fourth Estate* of the realm.'"

"These references are either good-natured banter, satire, or cynicism. Hence, the stigmatization which has come down to us. As to the quotation from Carlyle, appearing on the cover of "*The Fourth Estate*," the joke is upon the paper.

"You as an earnest and sincere newspaper man no doubt thoroughly appreciate the fact that modern journalism takes itself very seriously, too seriously in fact, and it is this feature that caused the

*Fourth Estate* to be characterized as a 'joke.'"

"Yours very truly,

"THE LEXICOGRAPHER."

P./V.

"V."

Obviously here were depths calling for further plumbing; and there came to mind that classic incident in the life of Dr. Jowett. A favored student was invited by him to go on a tramp, which, instead of being an occasion for valued and diverse discourse as the boy hoped, proved an arduous and silent hike in which the master was both physically and mentally remote from his companion. Ending at the gate of his home, Dr. Jowett turned and said solemnly, "Verify your quotations, young man, verify your quotations." And so they parted.

The search through Burke's published utterances is no more fruitful for the journalist than for the lexicographer. It does not end in the discovery of the phrase credited to the great statesman by Carlyle. It is in "Sartor Resartus on Heroes, Hero-Worship and the Heroic in History" that we find the disputed passage: "Burke said there were Three Estates in Parliament; but, in the Reporters' Gallery yonder, there sat a *Fourth Estate* more important far than they all."

Now I would submit, off hand, that the phrase would be as honorable and as desirable for adoption, coming from the pen of Thomas Carlyle as from the lips of Edmund Burke. The periodicity is of no particular importance. It is nearly a hundred years ago that the great Scotsman wrote Sartor Resartus, and not vastly more than that since Burke strode the rostrum. Ample time has elapsed for careful scrutiny of the phrase, with a view to its applicability to journalism. The issue, then, is an academic one. How came Carlyle to write as he did?

Not all of the utterances of great men are reduced to paper. One might, no doubt, search long in the archives of the Vanderbilt family for the famous phrase "The public be damned!" Setting to one side the question whether the quotation is entirely authentic, it remains that no other expression of the financier is as classic. And in statecraft, no less than in the dramatic art, there are "asides" or interpolated passages which one would vainly seek in the script of the player. It is quite conceivable that even had Burke had, like Cicero, his Tiro, still much that he said might have escaped reduction to shorthand. Most of the notable speeches in Parliament in an early day have been preserved to us, in varying degrees of purity, not in



official transcripts of shorthand reports, but in the manuscripts of the members, prepared before or after an address; the notations made on the spot or subsequently by interested friends or foes of the speakers; the oftentimes perversely, wilfully inaccurate reports of newspapers; and, not infrequently, in the vaporous memoirs of aging men who were anxious to leave some testimonial of their life's work. Too, it does not follow that what we now set store by was considered in the day of its utterance of any vast importance, either by speaker or auditor, particularly if it happened to be, as often was the case, the expression of a current thought for which the speaker could claim no originality.

The first public recognition of shorthand in Parliament occurred in 1789 when, during the Warren Hastings trial, a shorthand writer was called to the bar to read from his notes the precise words of Edmund Burke; yet even this is not evidence that all speeches on all occasions were meticulously reported either for the private archives of Parliament or the public prints. The Hansard Debates were not published until 1803. As late as 1795, two years before Burke's death, there was a seriously made proposal that shorthand writers be appointed in the House of Commons "in order that as the debates are published they may be at least correct." (Lord Colchester's Diary, vol. 1, p. 24.) Ten years later there was a considerable furor over the failure to provide facilities for newspaper reporters when Pitt made his great speech on the state of the nation, this indifference resulting in the exclusion of the press until he was nearly done speaking. (Wright and Smith's Parliament Past and Present, p. 226.) There is abundance of evidence that "shorthand was undeveloped, and the art of condensation was not so widely known as at present" (ibid), and furthermore that the greatest freedom, indeed license, was indulged in by reporters official and unofficial. Nor for many years after this did Parliament really take kindly to the idea of full and well authenticated recording of speeches, much less publication.

Under these circumstances, there is justification for saying that the absence of the statement attributed to Burke by Carlyle from Burke's published writings is no proof whatever that he did not make it. The question is reduced to one of the credibility of witnesses. It is the word of Thomas Carlyle against the scepticism of a lexicographer. Now it does not follow that we must accept Carlyle's word. He was not overly exact, we know, in some matters of history. He may have played loose with words in this instance, even though devoutly believing that he was correct in his citation. It is quite as possible that, writing from his vast memory and a mind sensitive to impressions, he chose to give authority to what was his own choice of expression, and either, as we would say, "hung it on Burke," or that he tried to convey a sentiment not foreign to Burke, but couched in his own phraseology. Certainly he loved the phrase *fourth estate*.

"It is not a figure of speech," he said, "or a witty saying; it is a literal fact,—very momentous to us in these times. Literature is our Parliament too. . . . Whoever can speak, speaking now to the whole nation, becomes a power, a branch

of government, with inalienable weights in law-making, in all acts of authority. It matters not what rank he has, what revenues or garnitures: the requisite thing is, that he have a tongue which others will listen to; this and nothing more is requisite. The nation is governed by all that has tongue in the nation: Democracy is virtually there."

—Sartor Resartus.

Chapter V. of Book Sixth, of The French Revolution he entitled "The Fourth Estate," and in it he says:

"A Fourth Estate of Able Editors springs up; increases and multiplies; irrepressible, incalculable. . . and in Chapter IV., Book First, entitled "Journalism," and Chapter II., Book Third, he bears these testimonies to the power, dignity and responsibility of the press:

"Great is journalism. Is not every Able Editor a Ruler of the World, being a persuader of it; though self-elected, yet sanctioned, by the sale of his Numbers? Whom indeed the world has the readiest method of deposing, should need be: that of merely doing nothing to him; which ends in starvation."

" . . . great Journalism blows and blusters, through all its throats, forth from Paris towards all corners of France like an Aeolus' Cave; keeping alive all manner of fires."

For my own part, I choose to leave the question of Burke's employment of the phrase an open one, believing that the negative does not sufficiently make its point against Carlyle. But there are those who will at once ask whether it may not have originated with Carlyle himself, since he relished it so much. The inquiry is not without precedent, for Edwards' "Words, Facts and Phrases" says "there is reason for believing that Carlyle originated the phrase." But the suggestion is valueless, as will subsequently appear. So far as Burke is concerned, this we may do: we may examine his works to discover whether, in the absence of the specific phrase, there is still evidence that he entertained the thought, however garbed. Times innumerable he seems to be on the very point of employing the expression, but it eludes the searcher.

First, there are his convictions regarding the importance of public opinion as a factor in government:

"Nations are governed by the same methods, and on the same principles, by which an individual without authority is often able to govern those who are his equals or his superiors; by a knowledge of their temper, and by a judicious management of it; I mean,—when public affairs are steadily and quietly conducted; and when government is nothing but a continued scuffle between the magistrate and the multitude; in which sometimes the one and sometimes the other is uppermost; in which they alternately yield and prevail, in a series of contemptible victories, and scandalous submissions. The temper of the people amongst whom he presides ought therefore to be the first study of a statesman. And the knowledge of this temper is by no means impossible for him to attain, if he has not an interest in being ignorant of what it is his duty to learn."—"Thoughts on the Cause of the Present Discontents.")

Second, there is his scalding potion for the corrupt press:

"Writers, especially when they act in a body, and with one direction, have great influence on the public mind; the alliance therefore of these writers with the monied interest [a reference to their connection with Turgot and almost all the people of finance] had no small effect in removing the popular odium and envy which attended that species of wealth. These writers, like the propagators of all novelties, pretended to a great zeal for the poor, and the lower orders; whilst in their satires they rendered hateful, by every exaggeration, the faults of courts, of nobility, and of priesthood. They became a sort of demagogues. They served as a link to unite, in favour of one object, obnoxious wealth to restless and desperate poverty."—"Reflections on the Revolution in France.")

Thirdly, he not only spoke for the liberty of the press, acted as a reporter of debates, and wrote for distinguished journals of his time, but thus specifically recorded his opinion:

"Newspapers are a more important instrument than is generally imagined; they are a part of the reading of all; they are the whole of the reading of the far greater number."—(F. Knight Hunt's "The Fourth Estate," vol. 1, p. 226.)

So he acknowledges, or rather declares, the potency of public opinion as a factor in government; he finds an evil press demagogic; he finds newspapers the source of that information on which the structure of public opinion is in large measure reared. Of these strong impressions, Carlyle must have been aware, not merely because he was such a man as must have studied Burke thoroughly and on four sides, but because, as is well known, he examined closely Burke's "Reflections on the Revolution in France," when he was preparing the manuscript for his own "French Revolution."

Perhaps, since this brings us again close to the question, "Well, what is a *fourth estate*?" we might well draw back to the beginning long enough to examine an encyclopedia; then we shall be sure whether Burke's opinions correspond sufficiently with those who employed the phrase:

"The three estates under the feudal system were the nobles, the clergy, and the commons. . . . The term 'fourth estate' is often applied to the press."—(New International Encyclopedia.)

"To the two estates already existing, clergy and nobles, is added a third, that of the commons (burgesses and knights of the shire) in England, that of the roturiers in France (known as the tiers etat). This division into three estates became the norm, but it was not universal nor inevitable. . . . The phrase 'the three estates of the realm' still survives, but to most men it conveys no clear meaning. The erroneous conception early arose—Hallam says it was current among the popular lawyers of the 17th Century—that the 'three estates' were king, lords and commons, as representing the three great divisions of legislative authority . . . but in England the king



represents the whole nation and in no sense a separate interest within it, which is the essence of an estate. The phrase 'three estates' as applied to the English constitution at present is, in fact, misleading. It is now usually understood of the lords spiritual, the lords temporal, and the commons.

"The conception of the 'three estates of the realm' as the great divisions of legislative authority led in England to the coining of the phrase 'fourth estate,' to indicate some power of corresponding magnitude in the state distinct from them. Fielding thus spoke of 'the mob,' and Hazlitt of Cobbett; but the phrase is now usually applied to the press, a usage originating in a speech by Burke.—(Carlyle, *Hero-worship*. Lect. v.)"—(Encyclopedia Britannica.)

We shall have to excuse this encyclopedia its acceptance of the common error of leaning too heavily on Carlyle; we must all now make our mental reservations; or, in good Scottish fashion bring in against our countryman a verdict of "not proven."

Thus laboriously we reach the second paragraph of the letter from "The Lexicographer's Easy Chair," in which he attributes the original application of the phrase to Fielding, applied, however, not to the press but the mob. It is not within the capacity of this writer to say how early the phrase appeared in the English language, but if a very slight deviation may be permitted, we may tentatively set the point of origin exactly 200 years back. Rabelais produced a mutilated edition of the fourth book of *Pantagruel* in 1547, but the first complete and authentic edition did not come out until 1552. (The citation of Fielding is to a publication dated 1752.) Rabelais has *Pantagruel* visit the island of *Papimanes*, where he is met by four persons, a monk, a falconer, a lawyer, and a husbandman, and he is told that they are "les quatre estatz de l'isle" (the four estates of the island).

It is unfortunate that in the treatment of the third paragraph of the citation, the lexicographer must be taken to task as something of a pretender, and as a man who does not follow scrupulously the advice of Dr. Jowett. While in pursuit of the origin of the phrase (which the lexicographer says he has, along with many others, sought so patiently in Burke's writings) I made several interesting discoveries. First of these was that the *Literary Digest's* authority quoted his definition verbatim from *Standard Dictionary* (with the exception of an unnecessary and interpolated apostrophe). This is natural inasmuch as the publishers of the magazine and the dictionary are the same, and the editor of the column and the lexicon are one. Second, the *Century Dictionary* and *Encyclopedia* agrees in saying that the *fourth estate* is "a name humorously given in recent times to the newspaper press, or the body of journalists as constituting a power in the state distinct from that of the three recognized political orders." Fourth, and most interesting of all, Murray's *Oxford Dictionary* furnished the lexicographer with every quotation and misquotation upon which he based his letter to me. Murray defines the *fourth estate* as "(a) formerly in various jocular applications (see *quots.*); (b) now appropriated to the Press," and adds,

"We have failed to discover confirmation of Carlyle's statement attributing to Burke the use of this phrase in the application now current. A correspondent of *Notes and Queries* (1st Ser. xi. 452) states that he heard Brougham use it in the House of Commons in 1823 or 1824, and that it was at that time treated as original."

To prove that the phrase was in all instances used as "good-natured banter, satire, or cynicism," and hence properly termed humorous or jocular, the lexicographer borrowed three of Murray's citations: one from Knight, one from Lytton Bulwer, and one from Harper's Magazine. Let us examine them as best we may.

The reference to Knight is with respect to an obscure one of his many important and unimportant works, "Once Upon a Time." So obscure is it, in fact, that neither *Encyclopedia Britannica* nor the *New International Encyclopedia* include it in their lists of his published works, though *Americana* does. The quotation runs thus: "Hackney-chairmen belonged to what Fielding termed the *Fourth Estate*. That dignity is now assigned to the Press." I have been unable to put my hands on a copy of "Once Upon a Time." I do not know what character speaks; I do not know the context, with its possible revelation of the spirit of the quotation. I can only submit that it may or may not be intended humorously, or whimsically; and that even if it were, this would hardly constitute proof that the phrase is humorously applied to the press. But we all have access to Knight's notable "Popular History of England," (London, 1862) and in that we may find numerous references to and discussions of the press, at various stages in England's history, revealing that he viewed the newspaper as a most serious institution, powerful, effective for good as well as evil, and a vital factor in the social and political life of the nation. I set the quotation from his lesser work to one side as indecisive.

The lexicographer's quotation from Lytton Bulwer was unfortunate. First, Murray did not include all of the sentence which determines its character, and, second, the lexicographer misquoted Murray while pretending to quote Lytton Bulwer. It was in 1831 that Palmerston wrote to Lord Granville, discussing orders for the French to evacuate Belgium:

"The Duke of Wellington's opinion, as a military man," he wrote, "is decidedly against the dismantling of any of them; as he contends they are all necessary for the defense of Belgium, and that Belgium might easily garrison them against a *coup de main*; and of course the 'Times' will take that line when the question comes to be discussed in Parliament."

The asterisk led to a footnote in which Lytton Bulwer said:

"It is curious to see how even at that period (my italics) the 'Times' constituted a fourth estate of the realm."

Here there is not the vaguest sign of humor. No author was ever farther from it than Lytton Bulwer when he wrote his footnote; and no one could have been more seriously concerned over the strength and character of *The Times* than Palmerston, intimate of Delane, when he wrote Granville. The lexicographer blunders in quotation; accepts

another's word for the meaning of the phrase; and misstates its temper. So the second of his three citations goes into limbo.

The reference to *Harper's Magazine* is a little better for his purpose, provided he thinks *Harper's Magazine's* usage is an adequate counterbalance to a vast store of readily available quotations, almost all of whose authors accept the phrase in all seriousness. It was in 1885 that the phrase was found in Harper's in the department known as "The Editor's Easy Chair." The *London Times* had just celebrated its hundredth anniversary, and the editorial was with reference to this happy occasion. It opened with a quotation from Jefferson's famous diatribe against newspapers, (the same Jefferson who said "I would rather live in a country with newspapers and without a government than in a country with a government but without newspapers"). The editor then proceeded to comment.

"These extremely pessimistic remarks upon a power which calls itself the fourth estate of the realm, and which, as Thackeray said of a certain gentleman, thinks no small potatoes of itself, occurs in a letter to Mr. John Norvell, replying to a request to mention a good elementary work on civil government."

The editor goes on to say that

"Jefferson had felt the thrusts of the Federal newspapers. But Jefferson had also taken a hand in the game. . . . The reader perceives also that Jefferson winds up with this tremendous *feu de joie* against the falsity and worthlessness of newspapers a letter in which he recommends, among the few sources of sound knowledge upon the subject of civil government, a series of newspaper essays. . . . A general onslaught upon the press, like that by Jefferson, is as droll as a similar vituperation of the weather; for the press will always reflect the time and the community in which it exists."

And, finally, the editor remarks, the attack

"cannot be held to be one of those 'Jeffersonian principles' which it is the duty of all good Americans to accept."

Someone might suspect that this was written by Mr. Howells, himself a newspaper man of distinguished attainments, and hence a somewhat prejudiced party. But Mr. Howells was still in England, and did not take the helm of Harper's until the following year. If, in the introductory passages to the defense there is a flavor of pleasantry, a willingness to take a little dig at the press, it must be conceded that on the whole the tone of the editorial was most distinctly one in defense of newspapers, and hence poor subject matter for the purposes of the lexicographer who must, willy nilly, find the fourth estate a joke.

Now let us return to our own hunt for early uses of the phrase, and to a consideration of latter day uses, as well as an examination of the thoughts of great men with regard to the services rendered by the press.

All of the lexicographers seem to have overlooked Lord Macauley's essay on Hallam's Constitutional History of England. In this essay he says:

"The gallery in which the reporters sit has become a fourth estate of the realm. The publication of

the debates, a practise which seemed to the most liberal statesmen of the old school full of danger to the great safeguards of public liberty, is now regarded by many persons as a safeguard tantamount, and more than tantamount, to all the rest together."

Now immediately following this is a discussion of Burke's speech on parliamentary reform and the growing distaste for the constitution. Macauley quoted extensively from Burke before resuming the utterance of his own ideas. You will have noted that the phraseology of Macauley is almost identical with that employed by Carlyle and attributed to Burke. Macauley's essay was written and published in 1828. Carlyle's *Hero-worship* in which he first used the phrase was published in *Fraser's Magazine* in 1833-4. Carlyle without a doubt was a reader of *Fraser's*; he was probably thoroughly familiar with Macauley and his writings. It is possible that, if he erred in attributing the phrase to Burke, he had carried it over in his mind from the reading of Macauley's essay five years or so before he published *Hero-worship*, and that the proximity of Macauley's employment of the phrase and his quotations from Burke may have resulted in a confusion which has had minor historical results.

But was the phrase new when Macauley used it? As cited above, Brougham was said to have used it in Commons in 1823 or 1824, at which time it was treated as original in its application to the press. Wm. Hazlitt, in one of the best of his famous contemporary portraits, had in all seriousness said of William Cobbett:

"He is too much for any single newspaper antagonist, 'lays waste' a city orator or a member of Parliament, and bears hard upon the Government itself. He is a kind of *fourth estate* (his italics) in the politics of the country."

And it was in 1820 that Hazlitt published "Table Talk," of which this was a part.

What then? Rabelais used the phrase in 1552, referring to one of the proletariat, the husbandman, as fourth in the four estates. Fielding referred to the mob, in 1752, as the fourth estate. Hazlitt referred to Cobbett, in 1820, as "a kind of fourth estate." Brougham referred to the press in 1823 or 1824 as a fourth estate, and so did Macauley in 1828, Carlyle in 1833 and often subsequently. From that day to this it has been a widely used phrase, the serious entitlement of poems, plays, novels, historical works, essays and what not.

There were three estates in feudal times as well as modern, recognized and commonly referred to, so much so that Hallam cites the popular misuse of the phrase in the 17th Century. These three estates were far from compassing, as we all know, the elements of society which directly or indirectly have a power equivalent to the legislative. When we discover in a person a faculty that is unusual, we speak of his sixth sense. When we wish to lay especial stress upon some rule of conduct which, facetiously or otherwise, we wish to press upon others, we speak of the eleventh commandment. What could be more natural than that whenever anyone chose to indicate a fourth and important factor, merely rivaling or possibly transcending in potential strength the three recognized estates, he should, if his faculty

for expression were well developed, speak of this factor, whether personal as in the case of Cobbett, or class as in the case of the mob, or institutional as in the case of the press, as a fourth estate? It would seem likely that a painstaking investigation of literature of the 17th and 18th Centuries would reveal numerous other examples of the use of the term; but whether this is so or not, I believe it likely that the phrase was not uncommonly employed in Parliament and elsewhere; that it was seriously employed; and that to this day it is a serious and effective expression, not, as Carlyle said, a mere figure of speech, but "a literal fact."

It is perfectly obvious that not the phrase itself but the opinion which begets it is ever susceptible of characterization as humorous, or jocular. That is to say, the discovery of a fourth estate, whether the mob or Cobbett or the press, is serious. The only humor will lie in the unwarranted assumption of the dignity that belongs to the title. If one may array only a moderately numerous group of witnesses equal to or better than those unwisely picked by the lexicographer, who will testify that they view the press as in the nature of a fourth estate; that is, if they will say that they view the press as a factor of legislative authority even though denied the specific function, I shall have won my case. My further search, then, is for distinguished witnesses to my contention that the fact they did not use the phrase "the fourth estate" is merely incidental, revealing only a differing vocabulary.

I shall, however, have to apologize to Dr. Jowett and the lexicographer for not having time to run each of the widely known quotations to its point of origin.

**NAPOLEON THE FIRST:** A journalist! That means a grumbler, a censurer, a giver of advice, a regent of sovereigns, a tutor of nations! Four hostile newspapers are more to be dreaded than a hundred thousand bayonets!

**ABRAHAM LINCOLN:** The Times is one of the greatest powers in the world; in fact, I don't know anything which has more power, unless perhaps the Mississippi.

**WENDELL PHILLIPS:** We live under a government of men and morning newspapers. (And on another occasion): Let me make the newspapers, and I care not what is preached in the pulpit or what is enacted by Congress.

**LOWELL:** It is beginning to be doubtful whether Parliament and Congress sit in Westminster and Washington, or in the editorial rooms of the leading journals,—so thoroughly is everything debated before the authorized and responsible debaters get on their legs.

**SAMUEL BOWLES:** Journalism has already come to be the first power of the land.

**ROBERT HALL** (on The Right of Public Discussion): The control of the public mind over the conduct of ministers, exerted through the medium of the press, has been regarded by the best writers in our country and on the continent as the main support of our liberties. While this remains we cannot be enslaved; when it is impaired or diminished we shall soon cease to be free.

**FRANKLIN:** The supremest

court of judicature (which may) judge, sentence, and condemn to infamy, not only private individuals, but public bodies, &c. with or without inquiry or hearing, at the court's discretion.

**LORD MANSFIELD:** It is the Newspaper that secures that publicity to the administration of the laws which is the main source of its purity and wisdom.

**GEORGE CANNING:** He who, speculating on the British Constitution, should omit from his enumeration the mighty power of public opinion embodied in a free press, which pervades and checks, and perhaps, in the last resort, nearly governs the whole, would give an imperfect view of the Government of England.

**ANTHONY TROLLOPE** (through a character in "He Knew He Was Right"): His lordship (the Lord Chancellor) and his wig, and his woollack are tinsel in comparison with the real power possessed by the editor of a leading newspaper.

**CHARLES KNIGHT** (including a quotation from DeTocqueville): The newspapers had become a new power in the Federation, "indispensable to the existence of freedom, and nearly incompatible with the maintenance of public order."

**RICHARD BRINSLEY SHERIDAN:** Give me but the liberty of the press, and I will give to the minister a venal House of Peers—I will give him a corrupt and servile House of Commons—I will give him the full sway of the patronage of office—I will give him the whole host of ministerial influence—I will give him all the power that place can confer upon him to purchase up submission and overawe resistance—and yet, armed with the liberty of the press, I will go forth to meet him undismayed—I will attack the mighty fabric he has reared with that mightier engine—I will shake down from its height corruption, and bury it amidst the ruins of the abuses it was meant to shelter.

**SIR EDWARD COOK** (discussing Macauley's description of coffee-house orators): . . . and who soon became, what the journalists of a later time have been called, a fourth estate of the realm.

**WOODROW WILSON** (addressing the Associated Press): I take the Associated Press very seriously. I know the enormous part that you play in the affairs not only of this country, but of the world. You deal in the raw material of opinion, and, if my convictions have any validity, opinion ultimately governs the world.

**QUEEN VICTORIA:** But who is to be the Judge on the trial? The Press, of course, and the Times at the head, have already judged and condemned, and the House of Commons is now moving in default of another judge to constitute its tribunal by a Committee of Enquiry.

**W. E. CARSON** (writing of Northcliffe): They have described him as the personal director of democratic Britain. . . . He has become the unofficial spokesman of millions of British voters just as surely as if he were their chosen prime minister.

(Concluded on page ten)



# Spinning Yarns for Business Folk

By Lucien Kellogg

Editor of Business

"**W**HAT quality," the young writer asked, "do business magazine editors most appreciate in the stuff they get?"

"Movement," replied the editor; "narrative movement. Let me show you what I mean." He picked up a business story by J. R. Sprague and read the introduction:

"A hardware merchant in a western city was preparing to put on a money-raising sale. Business was dull and he had made the mistake of buying from too many wholesalers. He owed money, mostly in small amounts, to more than seventy-five concerns and some of them were beginning to insist on immediate payment. To get his affairs straightened out he needed about \$4,000 in cash, and he hoped to raise this amount by a two weeks' cut-price sale."

"You can bet your last dollar," the editor resumed, "that J. R. Sprague never began that story that way by accident. He is simply giving people what they want; following the line of least resistance and capitalizing the fact that all readers, including business men, like stories that produce a sense of reality—stories in which something happens. Professor Arlo Bates discusses the technique of the thing in his *Talks on Writing English*; listen to this:

"One great means of producing this sense of reality either in narrative or in any other kind of composition, whether in the setting forth of thoughts or in the telling of events, is in making what is written specific. The specific term is apt to be more suggestive than the general from the fact that it presents to the mind an idea that can be grasped readily. When one reads that the Indians are on the war-path and are ravaging the country, one has a vague feeling of horror; but if one is told that the Red Men have crossed the bounds of Big Lick reservation, have murdered and scalped a settler named John Thing, have burned his cabin, and carried off his wife and children, there is no vagueness about it. The impression becomes at once vivid and forceful in what it denotes, and stirring in what it connotes."

"I get you," said the editor's guest; "in other words, make your story tell a story."

"That's it exactly. And this applies to business stories no less than to stories for popular magazines. It is not enough that a writer shall discuss a principle or describe a method; he should cite specific instances to show just how the principle or the method is applied—and with what results.

"We may not care two whoops about an abstract discussion of advertising, but when Mr. Sprague tells how his merchant acquaintance came within an ace of going broke by throwing his money away on ads in hotel registers and entertainment programs, and how he got back on his feet by switching to newspaper advertising and changing his copy daily—when Mr. Sprague dramatizes his message that way we relish the tale and profit from the moral.

"Here's another man who does the thing very skillfully—J. F. Haight, of San Francisco. Listen to the way he

works the trick in the introduction to his story, 'Making Partners of Patrons':

"He was to be married the next day, so he needed a wedding ring. The price was \$15, with a war tax of 75 cents. He took the amount out of his wallet and was about to hand it over when the salesman stopped him. 'Let me see,' said the salesman, 'didn't I sell you a diamond last month?'"

"This incident and the ensuing revelation that the customer is entitled to a rebate on the purchase of the diamond lead naturally to a description of the store's plan of sharing its profits with its customers.

"I see," said the information-seeker; "start with movement."

"Start with movement, if possible," said the editor, "but don't let it go at that. Get movement into the body of the story and, if possible, close with movement. Deal too long with abstract ideas, and your reader turns the page to follow some author who knows no more about turnover, perhaps, than you do, but who spins a good yarn about how Jonathan Wilkins kept his business out of the hands of the receiver.

"How often do we hear people say 'For instance,' and 'That reminds me'? That's the kind of stuff that makes a story readable—the kind you get when a man warms to his subject and remarks, 'That reminds me of something that happened in this very business the other day.'

"Here's a story entitled 'Some Salesmen I Have Met,' by J. C. Harbourt, a buyer for the Westinghouse Air Brake Company. Harbourt remarks that the salesman must know enough of psychology to be able to read the character of the man he is dealing with; that he must size up his 'prospect' and then proceed accordingly. Observe how effectively he illustrates his general proposition by a specific instance:

"At my office, one day not long ago, I was told that a man was waiting to see me. He had neglected to present a card, but I was reasonably sure that he was a salesman and, having a few minutes to spare, I directed that he be shown in. In the meantime a telephone call turned my attention to some papers on my desk, and I was thus engaged when he entered. A minute or so elapsed before I raised my eyes. A strange sight met them. The visitor had removed his hat and coat and laid them across a chair, pulled up his sleeves, spread out his samples and otherwise cleared the decks for action. Without a second's hesitation he plunged into a long diatribe; before he had finished his chair was next to mine and his goods were arrayed along my desk. Then, having reached the end of his line, he demanded abruptly, 'How many do you want?'"

"Here's a good line, too—Harbourt's application of this incident to support his general proposition:

"Through his methods that salesman had made a very bad impression. He hadn't made me want any of his goods. His actions were offensive. Apparently he had it figured out that his talk was infallibly convincing and that when he said the words, 'How many?' the buyer

would react with a bang and shout 'A million!'"

"Now don't you agree with me that that little story will get deeper under the reader's skin and stay there longer than would a sermon on 'Don't try to stampede the buyer'? Sure you do.

"Whenever possible, close with movement, too; it leaves the reader with a good taste in his mouth. It's not so easy as starting with movement, but the result is worth the effort. Probably nobody does it more skillfully than J. R. Sprague; study the way he closes his stories in *Business* and *The Saturday Evening Post*.

"Another young writer of business stories who has mastered the trick is Arthur H. Little. Here's a story of his entitled 'A Four-Million-Dollar Corner Grocery.' After describing the store itself and its merchandising methods, he closes with a bang in a single paragraph of narrative:

"At the foot of the stairs on my way out I narrowly escaped a violent collision with an energetic youth, earnestly hurrying to get somewhere. I deduced that he was one of the collectors that make regular rounds of the McCann departments, scoop the money out of the cash registers and carry it to the big safe upstairs. He carried a canvas sack, of about the capacity of half a peck. And the weight of what was in the sack, I had time to observe, pulled the energetic young man all sidewise."

"A good bit of suggestion, too, in that last sentence; observe how much more effective it is to suggest that the store is making money than to say it in so many words. The reader instantly visualizes the contents of that sack and is immensely pleased with himself for his ability to guess a truth that the writer has only implied."

"And now," said the young writer, "where shall I get material for business stories?"

"Wherever you find good business men," the editor replied. "First of all, read some good books on business subjects. Read *Advertising, Its Principles and Practice*, by Tipper, Hotchkiss and Parsons; read *Advertising as a Selling Force*, by Paul T. Cherington; read *The Twelve Principles of Efficiency*, by Harrington Emerson; read *The Economics of Retailing*, by Paul H. Nystrom; read *Accounting as an Aid to Business Profits*, by William R. Basset; read *Human Nature in Business*, by Fred C. Kelly.

"These books will give you a fair grasp of business principles. Your task then is to find out how successful business men are applying these principles in solving their own problems—and with what results.

"Get acquainted with the secretary of your local chamber of commerce. Get acquainted with the president of your local ad club. Get acquainted with the secretary of your credit men's association. Then pick out some of the most progressive companies in your city and get acquainted with the men at the head of the different departments in each one—the general manager, the sales manager, the advertising manager, the

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# "Courses" in Journalism

By Burges Johnson

*Associate Professor of English; Director of Bureau of Publication, Vassar College*

ONCE upon a time men practiced medicine without the training gained from a course of study in a medical school. It was not the general public, but medical practitioners themselves who finally urged that none should enter the profession without these exacting years of professional training.

In the field of journalism, professional schools have come into existence, but the stimulus which created them and now urges their support comes as yet from outside the profession much more than from inside.

At the same time, courses in journalism are offered in many colleges as parts of undergraduate curricula; they are usually a bi-product of the English department and they do not pretend to provide any such body of professional training and theoretic experience as is provided by a professional school.

As a teacher offering such a course, journalistic in character, in a college which definitely avoids so-called "vocational" courses, may I venture a word in regard to such training for a journalistic vocation?

Some words roll along, gathering significance as a snowball aggravates itself rolling down hill. The word "vocational" has done this very thing until it assumes the shadowy and formidable proportions of a Ginn. Once there was a professor so afraid of this word that when he discovered that students were going from his courses practically fitted for useful work in the world he at once changed the course.

There is no course in commercial drug manufacture offered in such a college as Vassar, yet it happens now and then that students who have taken advantage of the college chemistry courses and the laboratory facilities go direct from graduation into commercial chemistry, and prove themselves ready for the apprenticeship of the shop without intermediate post-graduate work. The same phenomenon is repeated far more frequently in the field of sociology. Amherst and Princeton and Wellesley are not "schools of philanthropy" and yet great numbers of students, with or without encouragement, go direct from their classrooms into social service, which has lately become an exacting profession, calling for post-graduate training. The same phenomenon should be repeated an even greater number of times in the field of journalism, and this for several reasons. One is that "journalism," including many commercialized forms of applied writing, is not a well-defined profession, with a body of laws or traditions pertaining to it. Another reason is that the employing journalist has not yet lost faith in the apprentice system. He does not want a machine-made assistant, cut to fit a certain definite elementary niche in the edifice of his business. He says, "Give me a young man or a young woman of good understanding and excellent general training and I can use him with greater satisfaction to myself than one who has been specially trained for needs which the director of a school of journalism believes I should possess."

Let me quote Mr. Noyes, managing

editor of The New York Evening Post, and Mr. Mallon, former city editor of The New York Sun:

"The best possible basis for successful work in journalism is a broad, sound general education. The methods, technicalities, and forms of journalism—whether as applied by reporter, correspondent, news editor, exchange editor, or writer of editorials—can be easily and quickly acquired by a young man or woman suited to the work; but the foundation of general information and discriminating judgment of events cannot. To use a journalistic phrase, this is the 'background' without which a journalist can usually get only a short distance ahead, and most of it must be acquired in advance."

"A broad, cultural college course always has seemed to me the best preparation for newspaper and magazine work and for the job of writing things that can be sold. English, of course, ought to be considered as vocational training for every college graduate, whether she or he becomes a housekeeper, a professional person, or mere liver on income provided by someone else, or—of course again—a writer. History, economics and sociology all have vocational value for newspaper work."

"The broader a reporter's education and interests, given newspaper instinct and the ability to write, the more value he or she should be to a newspaper. Intelligent interviewing, for example, calls for some knowledge of the interests of the person to be interviewed. Enough knowledge to ask intelligent questions of a large number of men and women who have become news subjects because of achievements, demands at least a superficial knowledge of almost everything that interests newspaper readers. Much of this knowledge, of course, is bound to be acquired in one's experience as a reporter, but the facility of acquiring it may be trained in college."

"In answer to your question whether I think it would shorten 'the term of apprenticeship for a graduate of Vassar to take an additional year in a school of journalism,' I would say emphatically that that time might be much better spent in a newspaper office."

These two men represent a type of newspaper editor that is unfortunately passing. Apprentices trained under the direction of the old-time editor-owner, whose personality dominated and gave character to every page of his paper, undoubtedly have made the best journalists of the present day. The apprentice absorbed with his shop training certain well established ideals. He gained a code of ethics that covered news getting, as well as news giving.

But with the increase of syndicate-owned newspapers and the disappearance of that dominating personality, the editor-owner, I venture to assert that there is at the present time a steady falling off in the standards of

newspaper ethics. This is not the judgment of a pessimistic theorist. Last summer I crossed the continent, stopping at several cities typical of as many sections. I found opportunity to question the managing editors or the city editors of a series of dailies of long standing and national repute. I was startled to find that they not only endorsed the statement I have just made, but in many cases were much more pessimistic in their outlook than it is possible for me to be.

With this for a preface, may I submit two conclusions. Journalism is not as yet an exact profession, with a well defined body of laws and traditions, or with exactly determined limitations. The beginner who has the broadest training makes the best journalist, granted the essential native instincts. It seems to me that for present demands at least any such student who has received the broad training which an undergraduate college of high standing demands of all, is ready for journalistic employment. I myself, were I an employing editor, up to now should have preferred the graduate of such an undergraduate college to the graduates of a school of journalism.

But there is something which such an undergraduate course, whatever its emphasis upon writing, is not going to provide, and that is high and well defined ethical standards of news getting and news giving. There is not time in such a course for this to be sufficiently emphasized, nor as a rule teachers fitted to provide it, yet it is increasingly important that young men and young women should enter journalism with such ethical standards well established. Schools of medicine performed this great service for the medical profession. Schools of journalism must perform it for the journalistic profession. That function alone will increasingly justify their existence, as newspapers lose their old-time personality.

With this conviction as to the chief function of the school of journalism, I am convinced that any such school has failed to justify its existence which centers its effort upon turning out ready-made journalists fitted to meet the present demand; trained in present-day newspaper manners and satisfied with that. Graduates of such a school will do nothing for journalism except to hold it where it is, or pull it down. They will have no advantage over the graduate of a broader four-years' course, in a good liberal arts college. In fact, they will and do fail in competition with such graduates.

My own classroom, which does not aim to give professional training, but only to use a newspaper method in teaching students to write, has sent about 37 per cent of its graduates into journalistic work. Yet because of the present-day trend I most heartily wish that these young women, before entering upon such work, might have had a year under journalistic idealists who could provide them with a reverence for the best and a supreme contempt for the worst in general practice; and

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# Valor and Enterprise

Frank King (Missouri), A. P. Correspondent, Makes 4,000-Mile Journey Through Asiatic and European Russia; Hero of Vladivostok Bombardment

IT ISN'T often that the Associated Press, even in its house organ, The Service Bulletin, gets excited over the accomplishments of its able correspondents whom it so completely blankets in anonymity. The issue for Sept. 1, 1920, varies from the modest norm in giving a page and a half to Frank H. King, now representing the A. P. in Finland. King graduated from the University of Missouri school of journalism in 1917, and will be remembered by many members of the fraternity as one who was conspicuous among the hospitable members of his chapter in entertaining delegates to the Sigma Delta Chi convention at Columbia, Mo., in 1916.

"The curtain which for more than two years had hidden actual conditions in interior Russia from public knowledge," runs the story, "was lifted somewhat on August 10 when Frank H. King, correspondent of the Associated Press, cabled from Viborg, Finland, an account of his remarkable 4,000-mile journey from Vladivostok through Siberia, and Asiatic and European Russia. He visited Petrograd and Moscow and was deported from the latter city when it was discovered he had not been given advance authorization by the Soviet military regime to cross Siberia.

"Mr. King, perhaps the first American civilian to enter the Soviet boundaries from the East since the collapse of the Kolchak regime, upon reaching Irkutsk in Central Siberia on June 19, forwarded an interesting picture of conditions:

"All institutions have been nationalized," he cabled, "most of the stores have been closed and a permit is necessary to even purchase a newspaper." He continued:

"This city was the scene of the tragic end of Admiral Kolchak's efforts to establish supreme rulership in Siberia. He was executed and buried here, but only one Soviet official and two laborers can point out the spot where the body lies.

"Irkutsk is today a city of soldiers. The Associated Press correspondent, in reaching Irkutsk, made a 2,000-mile detour, which took six weeks, from Vladivostok through China and Mongolia and across the 700-mile stretch of the Gobi Desert. Crossing the Mongolian frontier, he entered the new buffer state of the Far Eastern Republic, and found it necessary to wait at this republic's capital, Verkhnie-Udinsk, for Bolshevik permission to enter Soviet territory. He received an answer from Irkutsk that an American press representative would be welcome, and the buffer state authorities were instructed to provide him with a safe conduct through a series of military controls.

"There is direct rail and wire communication from here to Moscow, and it is claimed trains make the trip in fourteen days. All persons must travel third class, that is, in freight cars. High government officials, however, are exempt from this rule."

"Arriving at Terijoki, Finland, which is the first town outside the Russian

frontier, early in August, Mr. King sent a series of graphic dispatches further describing internal affairs in Russia as well as political, military, social and economic aspects of Moscow. He left Vladivostok early in May and his journey consumed about ten weeks. The Viborg dispatch said that although Soviet Russia was then 'flushed with success and confident of Poland's defeat,' the entire country 'faces the approaching winter with the grim problem of food as its supreme test of power.' Meat, salt and other articles of food, Mr. King said, were scarce even at 1,500 rubles or the approximate equivalent of \$1 in American money per pound.

"Mr. King distinguished himself at Vladivostok in the critical days of the Bolshevik occupation. He saved the lives of a number of women and children during a machine gun bombardment when the Kolchak and Bolshevik forces fought for possession of the city. A letter from the American commandant in Vladivostok, a facsimile of which was published in The Service Bulletin, praised the A. P. correspondent's heroism and said he deserved to be 'cited for decoration.' It was through Mr. King's exclusive dispatches that the outside world was kept constantly informed of the rapidly changing developments in Vladivostok and the surrounding territory. When the American Expeditionary Forces withdrew from Siberia Mr. King turned his attention toward

penetrating Russia and reaching Moscow. He traveled with an American army officer as a companion. It was a perilous trip. He had no special facilities, rode over a disorganized railroad system and frequently had to resort to freight cars to help him on his way.

"Previously Mr. King had gone to Peking to consult with Walter C. Whiffen, the A. P. correspondent in the Chinese capital, after which he went through Manchuria to Lake Baikal. When the two men got to Irkutsk on June 6 the Soviet authorities allowed them to proceed. It afterwards developed that a message had been received from the Lenine-Trotsky government in Moscow forbidding the Americans to enter European Russia but it came after they were already on their way.

"All communication with Mr. King was cut off from the time he reached Moscow and Petrograd, and the first actual word received came from Terijoki upon his arrival as a deportee with a party of forty refugees. The State Department in Washington also received word from its consular representatives in Finland telling of Mr. King's arrival."

After graduating from Missouri, King joined the staff of The Japan Advertiser, at Tokio, a publication which has made excellent use of the services of a number of Dean Walter Williams' former students.

## Oklahoma is Host, Nov. 17-20

OKLAHOMA chapter of Sigma Delta Chi will be host to delegates from 34 (possibly 35) colleges and universities, when the sixth national convention opens Thursday, November 17, at Norman, Okla., the seat of the state university. Oregon Agricultural College will be the baby chapter represented if the successfully petitioning group effects certain changes in personnel stipulated by the executive council. It is also possible that one or more petitioning groups will send representatives to plead their cause; and attendance is likely to be considerably augmented by visiting alumni of various mid-western chapters. The delegates will, for the first time, be in session three days, the convention at Illinois having demonstrated that an additional day's deliberation can profitably be given to fraternal and professional problems.

It will be Sigma Delta Chi's "farthest west" convention, but thanks to the traditional pro-rating of expenses, it will entail no greater strain on chapter exchequers, excepting for Pullman and diner expenses, than if the meeting place were more centrally located. Oklahoma's budget for entertainment is a record-breaker, but the program of social diversions is not such as to detract from the serious purposes of the meeting. A large item in the host's expenditures will be the expenses of some nationally distinguished journalist, possibly George

Ade, who is an honorary member of Purdue chapter.

Social events will be confined to Thursday and Friday evenings and Saturday afternoon. The first will be the convention banquet; the second a reception and presentation of "Romance" by Miss Marie Anderson, dramatic reader, arranged by Theta Sigma Phi; the last will be the Kansas Aggies-Oklahoma football game. The early occurrence of the banquet is due to the university's regulations restricting to Friday evenings such diversion as the journalistic sorority will provide.

Prof. H. H. Herbert, secretary of the chapter, is directing the work of the several committees which are arranging for the convention.

### Art and Commerce

W. A. P. John (Michigan '16) has left the advertising department of Dodge Bros., in which he has worked practically since graduation except while in service, and is now in agency work with Brooks, Smith & French, 1409 Kresge Bldg., Detroit. He recently published a short story in The Saturday Evening Post, entitled "North African Lloyd's, Ltd."

Sam Raphaelson (Stanford) is living at the Newberry Hotel in Chicago, and is engaged in advertising and fiction writing. The American and The Red Book have published his stories lately.

### Convention to Act on Charter Petitions

**D**ELEGATES to the national convention will have presented to them a petition from Marquette University at Milwaukee. This is the only one of the several papers offered to the Executive Council that is believed worthy of action at this time. Marquette has for some time maintained well-established courses in journalism. Student publications are of a meritorious standard and the petitioning group submits recommendations from alumni members of the fraternity on Milwaukee papers to strengthen their case. It is probable that one of the petitioners will be in Norman to appear personally before the delegates.

After some deliberation the council declined to consider at this time a request for a charter from Davidson College at Davidson, North Carolina, because of insufficient instruction in journalism and the fear that the student body could not consistently support the proper kind of a chapter. A number of other inquiries were dismissed without serious consideration. Negotiations with Carleton College in Minnesota look somewhat promising.

The Oregon Board of Higher Curricula having endorsed the journalism courses offered at Corvallis, the council has decided to grant the petition of the Oregon Agricultural College, on which it was empowered to act by the Illinois convention. Some changes in membership of the local group will be made before the chapter is installed as the fraternity's thirty-sixth.

### Is "Fourth Estate" a Joke?

(Continued from page six)

**FREDERIC HUDSON:** They have had great influence in bringing the newspapers of England far above the fourth estate in that kingdom.

**BULWER:** The newspaper informs legislation of the public opinion, and it informs people of the acts of legislation; thus keeping up that constant sympathy, that good understanding between people and legislators, which conduces to the maintenance of order, and prevents the stern necessity for revolution.

**F. KNIGHT HUNT:** By the value and fidelity of these various services, now rendered day by day, the Newspaper has learned its power and its position; and has grown with increasing years, and strengthened with increasing rectitude, until it has received the cognomen, and wields the power of a **FOURTH ESTATE**.

This last quotation brings forward too great a temptation to be withstood. F. Knight Hunt included it in the first chapter of his work, "The Fourth Estate," one of the earliest English attempts at a history of the press. Now if you will refer back to the letter from the lexicographer you will note that in type-written and penned signatures we find the Letter "V." Dr. Frank H. Vizetelly is the editor of Standard Dictionary and of The Lexicographer's Easy Chair. His

father was Henry Vizetelly, the head of the famous English printing house, Vizetelly & Co., of which Frank Vizetelly is the surviving member. Hunt's "The Fourth Estate" was printed by Henry Vizetelly fourteen years before Dr. Vizetelly was born; and in it, he will find much to occasion an altered consideration for the press.

I do not find that there is any joke on the magazine, The Fourth Estate, in the use of the quotation from Carlyle; on the contrary I think its employment of the phrase is most discreet, and professionally justifiable. And, as I wrote the lexicographer, as for modern journalism taking itself too seriously, and thus causing the phrase to be characterized as a joke, I could only overlook the gratuitous slur and say that, considering the capacity of the press for good and for evil, it cannot be taken too seriously by those who are either the authors of it, or those who are the beneficiaries or victims of its enterprise.

There may be those curious to know the manner of reception my researches won when transmitted to The Literary Digest. I received a "neat but not gaudy" printed card, bearing the following printed legend, quite familiar no doubt to other correspondents:

"The Lexicographer thanks you for your letter of recent date and for the information you have been so kind as to give him."

It bore no signature.

### "Courses" in Journalism

(Continued from page eight)

ideals so definitely fixed that the practice of the poorest shop they entered could not pull them down.

When schools of journalism exist because of a demand from within the profession for their graduates; in other words, because employing editors refuse as a general rule to employ any but the graduates of such schools, then the undergraduate course in journalism as an offshoot of the English department will cease to exist, just as courses in medicine as by-products of the biological department or the chemistry department could not exist today. But this demand for such professional schools will not be general within the profession until, first, employing journalists themselves recognize the decay of professional ethics and insist upon their restoration. This will happen just as it has happened in the legal and medical professions; and until and unless they are convinced that schools of journalism will recognize that the establishment of those standards is their chief function and justification.

Prof. H. F. Harrington, of the University of Illinois, national honorary president of Sigma Delta Chi, will address the DePauw Press Club at Greencastle, Ind., in November.

Fred Farr (Indiana '17), formerly business manager of The Indiana Daily Student, is in the sales department of the Royal Easy Chair Co., with headquarters at the home office in Sturgis, Mich. His field is Illinois, southern Iowa and St. Louis, Mo.

Russell F. Rogers (Iowa State) is doing advertising research work for The Iowa Homestead, in Des Moines.

### Directory of Sigma Delta Chi Officers

**Honorary President:** Prof. H. F. Harrington, University of Illinois, Urbana, Ill.

**National President:** F. M. Church, The Cadillac News, Cadillac, Mich.

**First National Vice-President:** Ward A. Neff, Corn Belt Farm Dailies, Chicago.

**Second National Vice-President:** Cargill Sproull, Burroughs Adding Machine Co., Detroit.

**National Secretary:** Kenneth Hogate, 168 Spokane Ave., Detroit.

**National Treasurer:** Prof. Norman Radder, University of Indiana, Bloomington, Ind.

**Editor The Quill:** Lee A. White, 157 Lafayette Blvd., Detroit.

**Executive Councillors:** Harry Crain, Capital City Journal, Salem, Ore.; T. Hawley Tapping, Peoria, Ill.; Lyman Thompson, Chicago; Frank Thayer, Washington State College, Pullman; Glendale Allvine, New York City.

**Past National Presidents:** William M. Glenn, The Morning Sentinel, Orlando, Fla.; Laurence Sloan, 552 Riverside Drive, New York; S. H. Lewis, The Lynden Tribune, Lynden, Wash.; Roger Steffan, 78 27th St., Elmhurst, L. I., New York; Robert C. Lowry, 515 Slaughter Bldg., Dallas, Tex.

#### CHAPTER SECRETARIES

**DePauw:** Donald D. Hogate, Sigma Chi House, Greencastle, Ind.

**Kansas:** Dean W. Malott, 1425 Tennessee St., Lawrence.

**Michigan:** Lee M. Woodruff, 823 E. Kingsley St., Ann Arbor.

**Virginia:** Chas. E. Gilliam, The Castle, University, Va.

**Denver:** Claud Pendleton, 1105 E. 13th Ave., Denver, Colo.

**Washington:** Steele Lindsay, 4528 Fourth Ave., Seattle.

**Purdue:** R. A. McMahan, West Lafayette, Ind.

**Ohio:** Herbert Byer, 60 W. Third Ave., Columbus.

**Wisconsin:** Ralph O. Nafziger, 211 Prospect Ave., Madison, Wis.

**Iowa:** Fred A. Steiner, 714 E. College Ave., Iowa City, Iowa.

**Illinois:** H. M. Hodgson, 502½ E. Green St., Champaign.

**Missouri:** Pemberton Blattner, 718 Maryland Pl., Columbia, Mo.

**Texas:** Milton Ling, 2411 Nueces St., Austin.

**Oregon:** Harris Ellsworth, Kappa Sigma, Eugene.

**Oklahoma:** H. H. Herbert, University of Oklahoma, Norman, Okla.

**Indiana:** Noble C. Butler, Beta Theta Pi House, Bloomington.

**Nebraska:** Kenneth McCandless, 1522 S. St., Lincoln.

**Iowa State:** V. B. Hamilton, Alpha Gamma Rho House, Ames.

**Stanford:** Burnet C. Wohlford, Stanford University, Calif.

**Montana:** Guy H. Mooney, State University, Missoula, Mont.

**Louisiana:** L. W. Brooks, 427 Boyd Ave., Baton Rouge.

**Kansas State:** Walter A. Karlowski, Daily Nationalist, Manhattan, Kas.

**Maine:** Frederick F. Marston, Phi Gamma Delta, Orono.

**Beloit:** Walter Ritscher, 718 Church St., Beloit, Wis.

**Minnesota:** Lawrence S. Clark, 2110 Bryant Ave. So., Minneapolis.

**Miami:** Rohe Walter, Phi Delta Theta, Oxford, Ohio.

**Knox:** Arthur S. Haddaway, 1133 N. Broad St., Galesburg, Ill.

**Western Reserve:** Will's Thornton, 2044 Cornell Road, Cleveland.

**Grinnell:** Bruce Ashby, Grinnell, Iowa.

**Pittsburg:** Maurice A. Goldstein, 1415 Carson St., Pittsburg.

**Columbia:** Howard P. Jones, 540 W. 113th St., New York City.

**Colorado:** George Harger, Boulder, Colo.

**Cornell:** J. M. Plummer, 320 Wait Ave., Ithaca, N. Y.

**North Carolina:** F. J. Liipfert, Chapel Hill, N. C.

**Detroit Alumni:** James Devlin, Detroit News.

**Seattle Alumni:** Will Simonds, The Pacific Northwest Motorist, Seattle.



# News of the Breadwinners

**WINTHROP DAVID LANE** (Michigan '10), for nine years a member of the editorial staff of *The Survey*, recently resigned to become an editorial writer on *The New York Evening Post*. He recently revised Dr. Frederick Howard Wines' classic work, "Punishment and Reformation," bringing it up to date, with extensive additions.

**Alfred G. Hill** (Kansas '17), who has been with *The Topeka Capital*, *The Public Ledger* and the *United Press* since graduation, has been appointed secretary of the University of Kansas Alumni Association, with headquarters at Lawrence, Kas.

**Allan Phillips** and **Edw. Severns**, alumni of Washington chapter, are with the *Retail Research Association*, 225 Fifth Ave., New York.

**Russell R. Lord** (Columbia) is assistant secretary of the *Hampden County Improvement League*, 244 Main St., Springfield, Mass., and in that capacity edits a monthly publication and promotes publicity in the daily press of the vicinity.

**Robert E. Lee** (Columbia) is with *The New York Times*.

**H. J. Roemer** (Columbia) is on the staff of *The Toledo Blade*.

**Curtis Shoemaker** (Washington) is handling publicity for the *Associated Industries*, Seattle, Wash.

**Frank A. Picard** (Michigan), formerly in newspaper work, but now practicing law in Saginaw, Mich., has been named by the Democratic State Central Committee as candidate for Lieutenant Governor.

**Harold Allen** (Washington), secretary to Representative Miller at Washington for the last two and a half years, was one of the organizers of the "Little Congress," a body of young men connected with government affairs, who meet Saturday nights during the winter when Congress is in session.

**Dean Eric W. Allen** (Oregon honorary), of the University of Oregon School of Journalism, is the author of an article on "The Professional Spirit in Journalism," appearing in the first number of *The Pacific Review*, a new quarterly published by the University of Washington.

**Ted Cook** (Washington) has been promoted from the city editorship of *The Seattle Star* to the managing editorship of *The Los Angeles Record*, another of the Scripps string of newspapers.

**Russell H. Peters** (Columbia) has joined the editorial forces of *The Omaha Bee*.

**Orville G. Dailey** (Columbia) is in business with his father. His address is 5455 Hyde Park Ave., Chicago.

**Ralph Casey** (Washington) has resigned from the faculty of the University of Washington school of journalism to join the editorial staff of *The New York Sun*. He entered the academic field as assistant professor of journalism at the University of Montana in 1916, after several years on the editorial staff of *The Seattle Post-Intelligencer*, resigning in 1919 to teach at his alma mater.

**W. T. Brink** (Kansas State '16) is publicity director and editor of the *United Cotton Growers' Association of America*.

**Ralph Heppe** (Kansas State '17) is manager of the *Oklahoma State Bureau of the Associated Press*, with offices at Oklahoma City.

**Roy Fricken** (Michigan), until recently

associate editor of *The Soo Times* at Sault Ste. Marie, Mich., and now with *The Chicago Post*, has won honors for himself and his paper by a series of articles on conditions of labor and rewards of postoffice employees. He gained employment as a clerk in the Chicago postoffice in order to obtain the material for his conspicuously displayed series of articles. Postal employees passed special resolutions of gratitude and congratulations as a result of the exposures. Fricken returned from the month's vacation *The Post* gave him in reward, to find that he had won *The Chicago Herald* and *Examiner's* contest for Cox and Harding campaign slogans.

**Harold E. Pride** (Iowa State), who has been with the *Lockjoint Pipe Co.* at Ampere, N. J., has returned to Ames.

**Kendrick Kimball** (Michigan) is reading copy in the exchange department of *The Detroit News*.

**L. C. Moser** (Kansas State) is assistant editor of *The Iowa Homestead*, at Des Moines, Iowa.

**James Sheehy** (Oregon), who became a police reporter for *The Oregon Journal* at Portland after graduation, is in Colorado for his health. He has not yet completely recovered from a serious illness contracted while in an army training camp in the South.

**Bruce Millar** (Michigan '20) has left the editorial staff of *The Times-News* at Ann Arbor to enter the publicity department of the State Board of Health at Lansing, Mich.

**Bert Brintnall** (Washington), formerly of the staff of *The Post-Intelligencer*, is editing the annual of the *Seattle Press Club*.

A volume of verse of **Glenn Hughes** (Stanford) has been published by the University of Washington press.

**Wallace B. Eakin** (Oregon) left *The Baker City Herald* July 1 to join the staff of *The Albany Herald*, Albany, Ore. He was succeeded at Baker City by **Lee Bostwick**, another U. of O. alumnus, formerly of *The La Grande Observer*.

**George Turnbull** (Washington), professor of journalism at the University of Oregon, read copy on *The San Francisco Chronicle* last summer. His colleagues, **Deans Eric Allen** and **Colin V. Dymont**, were near neighbors, the former directing the courses in journalism at the Southern Branch of the University of California, at Los Angeles, and the latter occupying the same position at the University of California, at Berkeley. Professor Dymont, who was director of the school of journalism at the University of Washington, 1917-19, was recently made dean of the college of liberal arts at Oregon, but will continue to give some instruction in journalism. Both of the deans are members of Oregon chapter.

**Pat Dowling** (Stanford), who lets the world know the secrets of movie stars, recently visited national officers of *Sigma Delta Chi* in Detroit.

**Fred Woelflen** (Washington), who shifted from the editorial desk to the advertising managership of *The Bend (Oregon) Bulletin* on his return from the war, wrote for the August issue of *Oregon Exchanges* the leading article on "Service."

**Henry Fowler** (Oregon), one of the

first graduates of the University of Oregon school of journalism, is news editor of *The Bend (Ore.) Bulletin*.

**E. H. Smith** (Kansas State '16) is managing editor of *The Kansas City Journal*.

**Ralph H. Foster** (Kansas State) has succeeded **Leo C. Moser** (Kansas State) as editor and publicity director of the extension division of the University of Arkansas College of Agriculture.

**Arthur Gayle Waldrop** (Columbia) has been engaged to give instruction in journalism at the Southern Methodist University, at Dallas, Tex. His address is 3514 Gillon Ave.

**Ed Ang'y** (Texas), who was for two years sporting editor of *The Galveston News*, is now with the *Associated Press* in New York City.

**Douglas Mul'arky** (Oregon) is now proprietor of *The Redmond (Ore.) Spokesman* and is credited by his contemporaries with developing one of the best country weeklies in the state. His paper has made a particularly favorable impression upon the farmers of his territory, with whom he mixes much; and advertising seems to flow readily his way.

**Otis Miller** (Texas), who received the degree of Master of Arts in Journalism at the University of Texas in June, has taken up his duties as head of the newly established department of journalism at Baylor University, Waco, Tex.

Busy fathers have called two alumni of Kansas State chapter to their assistance. **Cleve S. Briggs**, '20, has left the *Southwestern Advertising Agency*, at Wichita, to enter business with his parent at Parsons, Kas. **Byron C. Dudley**, Briggs' classmate, has charge of his father's publicity and is also in the banking business. He is one of the vice presidents of the *Kansas Banking Association*.

Preparatory to the launching of a new magazine, of which he is to be editor, **Mark K. Ehlbert** (Michigan '20) is, temporarily, engaged in the advertising business in Chicago, with offices at 111 Conway Building. The new publication, which is to interest undergraduates, alumni and faculties of American universities, will probably make its appearance in the late fall or early winter.

**DeWitt Gilbert** (Oregon), who spent last year in the Columbia University school of journalism, has returned to his home, Astoria, Ore., where he is working on *The Astoria Budget*.

**Vernon C. Bundy** (Kansas State) is editing *The Manhattan (Kas.) Chronicle*, which he has leased.

**Samuel G. Howard** (DePauw) is in the merchandising department of *The Indianapolis News*.

**Sam B. Jackson**, a member of *The Quill Club*, whose petition for a charter resulted in the establishment of Colorado chapter, is a cartoonist with the *New Era Syndicate* in New York City, and resides at 549 Riverside Drive. Columbia chapter has volunteered to initiate him for the Colorado chapter.

**Joseph Meredith** (DePauw) is with the *Delaware County Abstract and Title Co.*, at Muncie, Ind.

Two young alumni of Washington chapter were recently given a chance to sneak up on their enemies. **Thos. E. Dobbs** was left in charge of *The Toppenish Tribune*, while his chief was on his vacation, and **Wm. Verian, Jr.**, piloted

The Wapato Independent while his father went East.

Henry T. Enns (Kansas State) went with the McVey Advertising Co. at Wichita, Kas., after his graduation in June.

Harold Say (Oregon ex-'19), formerly city editor of The Eugene Guard, is doing marine and labor for The Portland Telegram. Mrs. Say was Lillian Porter, also a journalism student at the University of Oregon.

Bertram Zimmer (Wisconsin) is on The Milwaukee Journal.

Reuben Peterson (Michigan '14) is in the publishing and advertising division of the book department of Harper & Bro., Franklin Square, New York. His residence is at 202 W. 74th St. After graduating from Michigan Peterson studied journalism at Columbia, and worked on a newspaper in Poughkeepsie.

Floyd Hawkins (Kansas State '20) is assistant secretary of the College Y. M. C. A., at Manhattan, Kas., and has charge of the organization's publicity.

Clarence K. Streit (Montana), now a student at Oxford University, is the author of one of the "Freeman Pamphlets," published by B. W. Huebsch, Inc. It is entitled: "Where Iron Is, There Is the Fatherland! A Note on the Relation of Privilege and Monopoly to War."

Leo N. Burnett (Michigan '14), advertising manager of the Lafayette Motors, Indianapolis, is the father of a boy, Peter, born in January.

W. Hill Cocke (Texas) has shifted his moorings from Austin to Bryan, Texas.

E. B. White (Cornell) wrote the editorial which won the intercollegiate contest judged by Arthur Brisbane. White's editorial appeared in The Cornell Daily Sun, and was entitled "The King's English, being an exhortation of the slovenly speech common to campuses."

Vaughn Bryant (Kansas) and Glenn Babb (Missouri honorary) are business manager and news editor, respectively, of The Japan Advertiser, published by B. W. Fleischer, in Tokyo. Both are teachers as well as practitioners of journalism. Bryant served as an instructor in journalism at the University of Texas and as university publisher at the University of Missouri. Babb was an instructor at Missouri a year ago.

Marion H. Hedges (DePauw '10), one of the founders of Sigma Delta Chi, has resigned his professorship in the English faculty of Beloit College, and is now on the editorial staff of The Minnesota Star, the daily newspaper recently established in Minneapolis by the Non-Partisan League.

Milton L. Peek (Kansas '20), formerly telegraph editor of The Leavenworth Times and city editor of The Capital Times at Madison, Wis., has joined the editorial staff of the Capper Farm Press.

Maurice Hicklin (Missouri), who sold his paper in Columbia, Mo., to enter service, and has been teaching journalism at St. Johns Military School at Salina, Kas., since the war, has been appointed instructor in journalism at the University of Washington. He worked on Little Rock and Kansas City papers before becoming a newspaper proprietor.

Frank Ferguson (Maine '18) is assistant sporting editor of The Sun, New York.

Maize ("Mike") Mitchell (Washington) has bought out a partner with whom he started a weekly newspaper in Ballard, a suburb of Seattle, Wash., and is going it alone.

DeWitt Gilbert (Oregon) became publicity manager of the University of Ore-

gon on his return from the Columbia University school of journalism last spring, but resigned to take the telegraph desk of The Astoria (Ore.) Budget.

Frank Parker Stockbridge (Wisconsin honorary) has been appointed managing director of the American organization of the Cross-Atlantic Newspaper Service. His last distinguished newspaper connection was the managing editorship of The Evening Mail in New York.

Lair H. Gregory (Washington), for several years automobile editor of The Portland Oregonian, is now sporting editor, succeeding Roscoe Fawcett, who has accepted a commission in the army.

Charles C. Kammerer (Pittsburgh) is reporting in Etna, Pa.

Henry F. Pringle (Cornell) is on the editorial staff of The Sun, New York.

J. Mel Hickerson (Iowa) is with a Cleveland advertising agency.

Scott C. Bone (Washington honorary) founder of The Washington Herald and later editor of The Post-Intelligencer at Seattle, is director of publicity for the Republican National Committee.

Glenn Hughes (Stanford) has shifted from the English faculty to the new department of dramatic art at the University of Washington.

Frank Thayer (Wisconsin '16), associate professor of journalism at Washington State College, had an editorial desk with the Cowles Publications at Spokane during the summer. The Cowles papers include The Spokesman-Review, The Chronicle, The Weekly Spokesman-Review, The Oregon Farmer, The Idaho Farmer, and The Washington Farmer. Thayer obtained for his students the first charter of the American Journalists' Association granted in the Pacific Coast States, the associate chapter at Pullman being established Nov. 8, 1919. He has been made a national director for the state of Washington.

Frank Evans (Washington), editor and publisher of The Sedro-Woolley (Wash.) Courier, recently bought The Skagit County Times and consolidated the papers under the name Courier-Times.

William A. Dill (Oregon honorary), assistant professor of journalism at the University of Kansas for several years, resigned in June to become assistant night editor of the Associated Press at Chicago.

H. E. Lohstoetter and Clyde E. Rowe of Pittsburgh chapter, are in business in the smoky city, the former being engaged as an insurance appraiser and the latter as a member of the staff of the traffic and personnel department of the Bell Telephone Co.

Ralph Overholser (Iowa) has entered partnership with his father and is aiding in the management of The Sibley (Iowa) Gazette.

Mark Haas (Washington '20) is with the Strang & Prosser advertising agency in Seattle.

Reuel R. Barlow (Wisconsin '17) has been appointed instructor in journalism in the University of Minnesota. Barlow taught English at Iowa State Agricultural College last year and covered the capitol run for the Wisconsin State Journal last summer. Norman J. Rader, assistant professor of journalism at Minnesota, was granted a leave of absence for a year to work on The New York Times and to substitute for J. W. Piercy as head of the department of journalism at Indiana University.

Matthew O'Connor (Washington) has quit The Seattle Daily Times, whose

municipal reporter he was, to return to college.

Earl Richardson (Oregon), who graduated last June with honors in journalism, is on The Cottage Grove (Ore.) Sentinel.

Eugene Lindberg (Colorado) is on The Pueblo (Colo.) Chieftain.

Chase S. Osborn, Jr. (Michigan) and his brother George A. Osborn have purchased from Chester Rowell The Fresno Republican, at Fresno, Calif., at a price which The Fourth Estate says is reported to approximate a million dollars. The Republican, one of the best newspapers on the Pacific Coast, will not lose its identity by consolidation, for the Osborns have decided to continue it as the morning sister of their evening Herald, which they have published for four or five years. The Herald's plant burned some months ago, since which time it has been printed in the offices of The Republican. The Osborn brothers also publish The Soo News, at Sault Ste. Marie, Mich., of which Norman Hill (Michigan) is editor.

Harold Borland (Colorado) owns and is editing The News, at Flagler, Colo.

Wilbur A. Fisher (Kansas) is located at 616 Littlefield Bldg., Austin, Tex.

Karl B. Matthews (Michigan), prosecuting attorney at Ludington, Mich., and his wife and a friend were accidentally wounded this fall when they came within range of shot fired at woodcock.

S. E. Conybeare (Iowa State), advertising manager of the linoleum department of the Armstrong Cork Co., at Lancaster, Pa., is looking for a young man to initiate into advertising and house publication work.

William O. Trapp (Indiana), delegate to the third convention of Sigma Delta Chi, has resigned the assistant night city editorship of The Philadelphia Public Ledger to be night city editor of The North American, which paper he left five years ago. He has also been night city editor of The Press, which Cyrus H. K. Curtis recently bought and consolidated with The Public Ledger. After graduation, he went into the New York offices of the United Press Association, and was editor of their Red Letter.

Bruce Swaney (Michigan) is state editor of The Times-Herald at Port Huron, Mich.

Robert Simon (Columbia) is on the magazine section of The Evening Post, New York.

Deane H. Dickason (Colorado) is on The Denver Times, but expects to return to college next quarter to take the few hours of work that stand between him and a degree.

Emil Hurja (Washington) is negotiating for the purchase of a daily newspaper in Texas.

W. D. Maxwell (DePauw ex-'21) is finishing his college course at Chicago University, and doing work on The Chicago Tribune.

William Hutchison (DePauw ex-'21) is on the editorial staff of The Indiana Daily Times.

Dave E. Lilienthal (DePauw '20) is doing graduate work at Harvard.

Fred Gamble (Knox '20) has been awarded a Rhodes scholarship and will soon leave for Oxford University.

Harry Carey (Michigan '20) is associated with the Detroit Community Union, the parent organization of many philanthropic and charitable societies. He is doing publicity work in connection with its campaign for two and a half million dollars.



# THE QUILL

A quarterly magazine, devoted exclusively to the interests of journalists engaged in professional work and of young men studying journalism in American colleges and universities.

Official publication of Sigma Delta Chi, national journalistic fraternity.

LEE A. WHITE, Editor.  
CYRIL ARTHUR PLAYER and  
KENNETH HOGATE  
Associate Editors

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JULY-OCTOBER, 1920

## Resolute Till the Cows Come Home

THERE was a day when, say the sardonic members of the profession, newspaper men gathered for two purposes. One was to pass resolutions; the other reason may as well be forgotten in view of the promise of both presidential candidates to enforce the Eighteenth Amendment. The business of highly resolving still goes on, however.

There is, for example, the very creditable and alert organization of Oregon newspaper publishers. Its members gathered in Astoria and passed resolutions, several of which have a familiar ring to the ear.

They recommended the establishment of courses in printing in public schools, to provide apprentices.

They urged the adoption generally of the (higher) advertising rates recommended by the National Advertising Association.

They advised that the Franklin Price List be installed in every printing plant in the state that "selling prices of printing" might be "standardized" (a less opprobrious word than "fixed").

Country editors being in the saddle, they advocated Congressional action to limit the size of Sunday papers to 60 pages and dailies to 24; amendment of the Lever act to include newsprint; and the appropriation of federal funds for research leading to the discovery of a substitute for wood pulp.

Feeling, as all publishers do, that the rate for legal advertising is always too low, and especially that it is, on this occasion, "out of harmony with the high standards of our profession" to have "one price for one customer and another price for another customer," they "denounced" the rate forced upon them. And while pledging themselves to battle uncompromisingly against the Non-Partisan League, which is "endeavoring to foist destructive socialism upon the government of this country," they take a little excursion into the realm of anarchy themselves with a thinly veiled announcement that they will abide, not by the law of the state as enacted by the vote of the people with respect to legal rates, but "as far as possible" by the action of the outnumbered voters in the rural districts, who seem to have differed with metropolitan folk. Surely this is a sufficiently

modest inversion of the constitutional means of revising legislation, and it saves all the bother of the usual legal processes.

They drafted whimsical resolutions of congratulation to the old parties for having nominated newspaper men for the Presidency, and extended their sympathy to the loser.

They promised to oppose the "Five Per Cent Interest Bill," whereby certain capital now investing in Oregon would be driven elsewhere.

They promised to boost tourist travel, and to seek enlarged rivers and harbors appropriations for the Northwest.

They thanked their hosts, including, of course, the ladies who presumably in Oregon as at the Gridiron Club, "are always present."

Here and there one finds a reminder of the undertaker's convention a few years ago which, with tears in its collective eyes, denounced as inhuman and sacrilegious, burial at sea and cremation. But the really funny part of it all (and the single occasion for this comment) is the name of this typical state organization: The Oregon State Editorial Association.

Some day a bunch of "colyum conductors" will incorporate as The Ancient and United Order of Newspaper Exchequer Protectors; and we hope and expect that their first set of resolutions will be urgent recommendations that editorial salaries be raised and safety glue pots provided.

## Ancient and Honorable

PROBABLY if there is one thing more than others of which the modern journalist stands in need, it is a code of ethics, a standard of performance by which the elements of his professional conduct may be determined.

The subject is not a new one; it is the first shrill plea of the new-born fraternity chapter; and it is the despairing groan of the experienced man who yet clings to the hope of fulfillment for the profession. There are as many theories on journalistic ethics as there are men to propound them, and no serious group so far has been able to chain itself to the task long enough to obtain a working formula.

It is no less interesting than surprising to find the Northampton (England) Mercury, a paper with an unbroken publication for two centuries, declaring itself, in these terms, as far back as 1736, 40 years before the dream of liberty in the Americas became a fact. Its editor said:

"We shall carefully avoid all Party-Turns or Disguises upon Public News; which are frequently to be met with in other Papers; or if any such shall at any time be inserted, we shall specify the Paper out of which our Intelligence is taken: and so therefore earnestly desire and entreat our readers for the future, not to impute to us, what may perhaps be less agreeable to their taste, on either side; forasmuch as we are not the authors, but relators only of what we say; it being not our business to make or alter news, but to tell it simply and plainly as we receive it."

It is not, indeed, the whole creed, but it is the fundamental on which the creed must be built. It embodies the cardinal point of professional purpose, and the years of remarkable expansion journalism has seen since that day have not

changed the nature of the truth, nor its rigid application.

Any newspaper, or any group of journalists, starting their ethical pilgrimage from that sound point, can not possibly go wrong. By no process of logical thought could there be admitted any of those elements which have brought the profession of journalism into disrepute at times.

The faked story, tainted news, and the pilfered exchange, are they not deadly sins of newspaperdom? Here is a good starting point for the universal standard.

## An Apology

THIS issue of The Quill is the first of Volume IX., the July and October issues having been combined as a measure of conservation both of the publication's slender finances and the editor's time. Shamefacedly, the latter admits that it seemed the only way to catch up with the normal schedule. Perhaps subscribers will deal leniently with a scribe who must also be a stenographer, devil, proof reader, circulator, staff and manager. All subscriptions will be extended to cover the omission.

## Anticipating a Row

PROF. BURGESS JOHNSON has voiced doubts, in his article on courses in journalism, that are likely to arouse others to expression. The editor's own views are withheld from this issue because of lack of space. Though in agreement with Prof. Johnson's spirit and most of his statements, The Quill will give utterance to some differences of opinion in January. Other utterances will be welcome.

The charge of shallowness so often made against newspaper folk is somewhat mitigated by the appointment of Talcott Williams as editor of the New International Encyclopedia and more recently, of Hugh Chisholm, financial editor of The London Times, as editor of the new edition of Encyclopedia Britannica.

Indisputable evidence has been compiled (by advertising managers) to show that every paper in the United States is the ideal publication in which to try out a national advertising campaign.

## Two Sigma Delta Chi's Meet Violent Deaths

Robert Midkiff, secretary last year of Knox chapter, and a member of the 1920 graduating class, was killed in an airplane accident at Tulsa, Oklahoma, July 17. He was one of the most energetic of the younger members of the fraternity, and was expected to figure ultimately in the national councils. At Knox he was an exceedingly popular student.

Donald E. Joslin (Kansas), who was initiated last December, died at his home in Hugotown, Kas., early in July, his death resulting from injuries received the preceding day in the harvest field. He fell from a header barge, and a wheel passed over his body. He was a member of Delta Upsilon fraternity, as well as Sigma Delta Chi, and was associate editor of The University Daily Kansan.

# News of the Chapters

## DePauw

DePauw chapter began the year with seven seniors and three juniors. The active members are: Wilfred Smith, William Murray, James V. Caypool, Ray Smith, Donald D. Hogate, Richard McGinnis, Ernest Pickard, Henry Chillas, Dave Hogue and N. Dwight Allison. Caypool is president and Hogate secretary for the ensuing year.

Sigma Delta Chi is represented in every journalistic activity on the campus. On The DePauw, official newspaper of the school, are Hogate, editor; McGinnis, managing editor; Chillas, sporting editor, and Allison, business manager. McGinnis has been elected managing editor of The Mirage, DePauw's year book. Hogate has been appointed press editor, and Pickard, art editor.

Through efforts of the chapter, a Press Club has been formed. Murray was elected president and McGinnis, treasurer.

The Yellow Crab, official publication of DePauw's chapter, will be issued twice a year instead of annually.

By action of the athletic cup committee, the name of Merrill Guild, football and baseball star, will be engraved on the large loving cup as the best athlete in the class of 1920. The cup is a gift of the chapter to the University, and each year a committee decides to what athlete the honor shall go.

Donald Hogate will represent the chapter at the Oklahoma convention.

## Michigan

Michigan chapter has decided to seek outside stimuli, in its endeavor to attain to higher journalistic standards. It has decided to enlist leading personalities in the fields of journalism, literature and philosophy, one to give a talk at the opening of each meeting. Following these addresses, members will present their own literary efforts for reading and criticism, the contributor being always anonymous. Rivalry is established by the division of the chapter into two parts, each of which has a chairman to seek and receive papers for reading. Meetings will be held fortnightly.

Officers for the year are: Lester Waterbury, president; John E. McManis, vice president; Lee M. Woodruff, secretary, and Chester M. Campbell, treasurer.

## Ohio

The opening of the 1920-21 school year finds Sigma Delta Chi men in control of the four major publications on the campus. Charles S. Nelson is editor-in-chief of The Ohio State Lantern, university daily; Robert T. Mason is editor of The Makio, yearbook; Vernon K. Richards is editor of The Campanile, literary magazine; and Herbert Byer is editor-in-chief of The Sun Dial, humorous monthly. Other members are occupying important staff positions.

With but a few exceptions the members of the chapter were engaged along journalistic lines during the summer months, in positions ranging from telegraph editor to columnist.

Two additions to the chapter this year are McFeeley from Miami and Wells from Western Reserve universities.

## Iowa

With nine men graduated last June, Iowa chapter expected eleven active members back on the campus. Of the nine graduates, practically all will enter some journalistic activity at once. Ralph E. Overholser, retiring president and also retiring editor of The Daily Iowan, entered partnership with his father in handling The Sibley (Iowa) Gazette. J. Mel Hickerson, editor of The 1919 Hawkeye and retiring managing editor of The Daily Iowan, went with an advertising agency at Cleveland, Ohio. Cyril B. Upham accepted a position with the National City Bank of New York. Leon Brigham will retain his position with The Iowa City Daily Citizen. LeRoy A. Rader and Ray Clearman are practicing law.

A new humorous magazine, Frivol, was started jointly by Sigma Delta Chi and Theta Sigma Phi, women's journalistic fraternity, last year but has now been taken over wholly by Sigma Delta Chi. This year's staff is, Warren Bassett, editor; Bruce Gould, '21, business manager; Harold Andrews, '22, humorous editor and Fred A. Steiner, '21, circulation manager. George L. Stout, '21, ex-managing editor of The Hawkeye, is editor of The Daily Iowan. During the summer months Maurice E. Van Metre was telegraph editor of The Des Moines Register.

Ralph Overholser has published a history of Osceola County in the World War, and Earl Wells is producing a similar volume for Keokuk County.

At the Iowa College Press Association held at Colfax, Iowa, April 8-9, William S. Maulsby, head of the course in journalism, and Fred Steiner, '21, were elected directors.

## Illinois

H. G. Hullfish, H. M. Hodgson, R. T. McQuinn, K. W. Clark, H. R. Pinckard and W. McFarland answered present at Illinois chapter's first roll call of the year. Members in the faculty number eight. H. F. Harrington, national honorary president of Sigma Delta Chi, and Elmo S. Watson are combining to run the department of journalism. Dr. Frank W. Scott, S. W. Raphaelson, Dix Harwood and G. R. Crecraft have their niches in the department of English. F. A. Russell is teaching advertising and other commercial courses in the College of Commerce, and Carl Stephens is the editor-in-chief of Illinois' most newsy sheet, The AQFN, a publication which records the doings of Illinois alumni.

Sigma Delta Chi combined with Theta Sigma Phi to give a picnic at Crystal Lake Park, Urbana, for all students in the department of journalism, October 20. Nearly 200 cubs attended and Sigma Delta Chi made this an occasion for its fall pledging. R. C. Pletz, G. V. Buchanan, J. R. Bell and G. H. Carson were honored. At the same time the pledging of Prof. R. M. Storey of the department of political science and Joseph Wright, private secretary to President David Kinely, to honorary membership was announced.

The members get together every other Tuesday for dinner at one of the local chop houses.

The first of a series of lectures on subjects allied to journalism will probably

be given during the first week in December by Dr. C. A. Ruchmick of the department of psychology. These lectures, given under the auspices of Sigma Delta Chi, will be thrown open to the public.

Members hold the following positions in campus journalism: R. T. McQuinn, editor of The Daily Illini; H. M. Hodgson, managing editor of The Daily Illini; K. W. Clark, sporting editor of The Daily Illini; H. G. Hullfish, chairman of publicity for the Illinois Union; Pledge R. C. Pletz, column conductor for The Daily Illini; Pledge G. V. Buchanan, editor of The Siren; Pledge G. H. Carson, editor of The Illinois Magazine; Pledge J. R. Bell, campus correspondent for The Champaign News-Gazette.

## Oregon

Newly elected members of Oregon chapter of Sigma Delta Chi are: Earle Richardson, '20; Stanley Eisman, '22; Raymond Lawrence, '22; Warren Kays, '22. The neophytes provided a gala day for the campus when they attended classes and put out the Sigma Delta Chi edition of The Oregon Emerald in "boiled shirts."

The chapter adopted the policy of meeting every Monday at lunch last spring and found it worth continuing this fall, with fortnightly meetings. Members of the chapter worked day and night last spring on publicity for the Millage Bill, which increased the revenue of the University \$500,000.

Leith Abbott, retiring editor of The Oregon Emerald, worked last summer on The Pendleton Tribune as "telegraph editor" but reported that he did everything "from society up." The Tribune is now being run by Harry Kuck, '16, a member of Sigma Delta Chi.

Harry Smith, secretary of the chapter, is editor of The Oregon Emerald this fall. The Emerald is starting its first year as a daily, published five days a week, Sunday and Monday mornings being omitted.

Alexander G. Brown has returned to the campus after another jaunt east. He has resumed his work as bookkeeper at the University Press.

Harry Smith is handling University publications. He did publicity work for the University this summer.

Colin V. Dymont, honorary professor of journalism, is the new dean of the College of Literature and the Arts, succeeding Dean John Straub who held this position for 42 years.

Members of the chapter who are back this fall are Harry Smith, Leith Abbott, Alexander G. Brown, Stanley Eisman, Raymond Lawrence, Warren Kays and Harris Ellsworth.

The chapter officers held over last summer in order that they might work out a policy covering the election of a half dozen of the leading newspaper editors and publishers of the state to Sigma Delta Chi. The initiation will occur during the Willamette Valley Editorial Convention session at the university.

## Indiana

Indiana chapter's inspirational profit from the last national convention was sufficient to occasion a complete reorganization. Dallas Newton, delegate to Illinois, persuaded the members they were lagging behind other chapters, and



steps toward improvement of the situation at Bloomington followed.

Among enterprises undertaken is the publication of what was felt to be a much needed humorous magazine, to the editorship of which Elmer W. Sherwood was assigned. Three weeks after college opened this fall the first issue of *The Crimson Bull* was published, after which its staff was expanded to admit to the board of representatives of all the campus literary societies, and a number of student artists were interested in the publication. The chapter has retained a controlling interest, and finances the magazine. In to its treasury the chapter turned profits of its annual "Blanket Hop" not needed for the purchase of blankets for the football team.

Indiana chapter was among the first to elect a delegate to the convention to be held at the University of Oklahoma in November. The chapter roll contains 21 names, including 17 active members and four faculty men. Officers are: G. Dallas Newton, president; L. Tolle, vice-president; N. C. Butler, secretary, and R. A. Brodhecker, treasurer.

The chapter completely dominates the campus publications field. Brodhecker is editor-in-chief of *The Indiana Daily Student*, and has on his staff Butler as managing editor; Tolle as sports editor; R. C. Hatfield as city editor; V. C. Mays, E. Critchlow and D. Smith as day editors; H. Sanders as copy reader, and W. Kellogg, J. L. Niblack and W. Porter as reporters. Newton edits the year book, and R. V. Bierhaus *The Red Book*, a student directory. Sherwood has as associates and assistants on *The Crimson Bull*, J. Hendricks, business manager; Mays, circulation manager; F. Thorne, and Kellogg.

#### Iowa State

Iowa State chapter is preparing copy for its annual publication, *The Green Gander*, which is its chief source of income, and a more than adequate one.

Officers are: George Rath, president, and V. B. Hamilton, secretary. Hamilton will be the chapter's delegate to the convention at Oklahoma.

#### Louisiana

Louisiana chapter has suffered a great loss through the resignation of Prof. H. M. Blain, of the department of journalism. Prof. Blain has gone to New Orleans to become advertising manager of the Associated Rice Millers of America, an institution organized for the purpose of stimulating the use of rice as a food-stuff in this country. S. J. Gottlieb, a member of the chapter, will be instructor in journalism succeeding Prof. Blain.

C. R. Brown is editor and assistant business manager of *The Reveille*, "the South's Greatest College Weekly." J. C. Rogers is reporting for the *Baton Rouge* paper, and corresponding for one of the New Orleans dailies. Harry Sheard is editing *The 1921 Gumbo*.

Lowry B. Eastland, of Oklahoma City, who intends to devote his life to agricultural writing and editing, has been pledged.

Officers are: J. C. Rogers, president; C. R. Brown, vice-president, and L. W. Brooks, secretary. Brooks will be the chapter's delegate to the convention.

#### Maine

Maine chapter held the spring initiation April 29, at the Penobscott Hotel in Bangor. The initiates were: Henry Y. Howard, '21, of Winslow; William L. Blake, '21, of Houlton; Frederick F.

Marston, '22, of Portland; Gardner B. Tibbits, '22, of Freedom; Wyman E. Hawkes, '22, of Windham, and A. L. T. Cummings, honorary, of Orono. The initiation banquet was attended by many of the alumni.

Officers of the year are: W. C. Plumer, president; H. Y. Howard, vice-president; F. F. Marston, secretary and treasurer; G. B. Tibbetts, guide; and W. E. Hawkes messenger.

#### Beloit

A separate chair of journalism established at Beloit college this year has greatly increased interest in the subject, and will be of great advantage to the chapter. Instruction will be given by Roscoe Ellard (Missouri).

Officers are: John Faville, Jr., president; J. Raymond Walsh, vice-president, and Walter H. Ritscher, secretary-treasurer.

#### Minnesota

Minnesota chapter has 12 active and two faculty members this year, one of the latter being Reuel R. Barlow (Wisconsin), newly appointed instructor in journalism succeeding Norman Radder, who obtained leave of absence to direct courses in journalism at the University of Indiana, vice Prof. Joseph Piercy (Washington honorary). Barlow spent last year on the faculty of Iowa State College.

The chapter has virtual control of the policy of *The Minnesota Daily* this year, the editor-in-chief and managing editor being members. It also hopes to revive the university magazine, which discontinued publication last year; and if successful, will publish the first number in January.

Luncheon meetings are held every Tuesday in a room engaged by the chapter.

Officers are: William G. MacLean, president; Robert E. Withy, Jr., vice-president; Lawrence S. Clark, secretary, and Wallace W. Hankins, treasurer. Clark will represent the chapter at the Oklahoma convention.

#### Miami

Miami chapter's success with its humorous special issue of the university weekly, *The Miami Student*, last spring, has occasioned a decision to publish another. Copies of this, as of the last, will be mailed to all chapters. Round table discussions, with speakers from neighboring newspapers, and occasional social events are also on the year's schedule of events.

Dr. Upham, head of the English department, and honorary member and advisor of the chapter, will leave Miami soon, having been called to the presidency of the University of Idaho.

Thomas Greer and Ralph McFeely were initiated last spring, and early in October Ray Herman, Donald Wiley and Russell Young were added to the roll. Officers this year include Barkley Schroeder, president; Fred Shearer, vice-president, and Rohe Walter, secretary and treasurer.

Practically all of the members are conspicuous in campus journalism. Greer is editor of *The Miami*, Wiley of *The Resencio*, and McGinnis of *The Student*. Shearer, Walter, Schroeder, Young and Herman are on the staff of the weekly. H. S. Moore is in charge of publicity for the million dollar campaign of the university.

#### Knox

Knox chapter entertained the members of Theta Sigma Phi at a banquet at the

Galesburg Club, May 31. Knox, this newest of the eighteen chapters of the national journalistic sorority, was granted a charter at the last convention, and was installed May 22. Dean W. L. Simonds, one of the charter members of Sigma Delta Chi at Knox, spoke on the policy and achievements of Sigma Delta Chi during the past year.

The chapter's humorous publication, *The Yellow-Jacket* (Poor Fish Number), was put on sale May 15. In ten minutes all copies had been sold. The Yellow-Jacket publication is planned for this year.

The following officers were elected for the year 1920-21: Arthur Haddaway, president; Allen Dicus, vice-president; Harold Peterson, secretary; Keith Peterson, treasurer; Charles Nicholson, 'keeper of the morgue.'

#### Western Reserve

Western Reserve chapter sent out invitations in October to high school editors of Ohio, Western Pennsylvania and West Virginia, to whom it played host last year at the first annual convention of this nature. The aim of the chapter is to be of service to those who incline to journalism as a vocation, and to inspire them to continue their educational training beyond high school. Some, of course, it hopes to attract to Reserve. The program includes a banquet at which several newspaper men will speak; tour of a newspaper plant in Cleveland, and the Oberlin-Western Reserve football game, in addition to the regular business sessions. Accommodations for all guests are provided in fraternity houses and private homes.

Officers for the year are J. K. Henney (delegate to the Illinois convention), president; J. T. Vorpe, vice-president, and Willis Thornton, secretary-treasurer.

#### Grinnell

Four active members and one honorary member have been added to the roll of the Grinnell chapter since the last Quill appeared. The new active members are Willard R. Smith, Jr., '21; Robert McElderry, '21; Harold Swanson, '22; and Bruce Ashby, '22, all active in journalistic work at Grinnell College. Mr. Trumbull White, at one time editor of *Redbook* and of *Everybody's Magazine*, now connected with the Grinnell College Endowment Campaign, has been elected to, and has accepted, honorary membership. Despite the graduation of seven men, there yet remains an active membership of eleven in the chapter.

Officers for the college year are Rudolph Weitz, '21, president; Lowry Frisbie, vice president; Robert McElderry, '21, treasurer, and Bruce Ashby, '22, secretary. These men were initiated June 9. The initiation ceremony was followed by an informal banquet in which twenty chapter members participated.

The *Malteaser*, the magazine published by the Grinnell chapter, made its appearance for the second and last time during the old school year, in June. The *Malteaser* was well received by the student body and had a very successful first year. It is planned to enlarge the paper this year and to publish it quarterly.

#### Pittsburgh

Mr. T. R. Williams, business manager of *The Pittsburgh Press* and formerly city editor and managing editor of *The Press*, was initiated into the Pittsburgh chapter as an honorary member, before commencement. Mr. Williams is a grad-

uate of Franklin and Marshall. Mr. Karl Davis, graduate manager of athletics at Pitt, and alumni editor of The Pitt Weekly, was taken in as a nunc pro tunc member. Mr. Davis also handles the publicity of Pitt sporting events for the Pittsburgh papers.

Maurice Goldstein, editor of The Pitt Weekly, and Charles R. Williams, assistant editor, both sophomores in the school of economics who are majoring in journalism, were also initiated at the same time. Goldstein is employed in the night service of the Tri-State News Bureau, the city news organization which serves all the seven papers of Pittsburgh. This year Williams is editor of The Owl, the junior annual, and assistant editor of The Pitt Panther, the humorous monthly. The annual banquet for alumni and undergraduate members was held at the University Club after the initiation.

Edgar S. Hassler, a senior in the school of economics who is specializing in journalism and expects to start a country newspaper after finishing school, has been appointed editor-in-chief of The Pitt Review, the literary quarterly.

Max E. Hannum was assistant sporting editor of The Pittsburgh Press last summer. Wm. G. Lytle, Jr., served as a reporter on The Chronicle Telegraph. J. B. Nicklas spent the summer months in publicity work for the University among high schools in southwestern Pennsylvania.

Hassler is president of the chapter this year; Charles Williams, vice president; Goldstein, secretary; and Hannum treasurer.

#### Columbia

Columbia chapter is striving for the record in enterprise this year, and bids fair to win. Already, co-operating with Theta Sigma Phi, the chapter has given a "get together" party for the first year class in journalism. It has initiated a group of neophytes. It has won the sympathetic consideration of the faculty. And it has arranged for the appearance of the first of a number of distinguished members of the profession before students of journalism, under fraternal auspices. Hamilton Holt (DePauw honorary) will be the speaker, and Prof. J. W. Cunliffe (Wisconsin honorary), director of the school of journalism, has consented to preside. This is the first official recognition of the chapter.

The following members of the faculty have been invited to accept honorary membership: C. P. Cooper, professor of news writing; formerly managing editor of The Sun, and night editor of The Times; Kenneth Lord, who is in charge of reporting courses; present city editor of The Herald; Dr. Edwin E. Slosson, associate editor of The Independent, and associate in journalism; Roscoe C. Brown, in charge of political and editorial writing courses; Albert W. Atwood, head of financial writing courses; writer on financial topics for The Saturday Evening Post, The Magazine of Wall Street, and other publications; Walter B. Pitkin, head of the feature writing and short story courses; Mr. Rukeyser, assistant in financial writing courses; financial editor of The Tribune; and Carl Dickie, assistant in news writing and copy reading courses; head rewrite man on The Times.

#### Colorado

Colorado chapter, which got into an unfortunate jam with the university administration in June as the result of a special publication, is undergoing re-

organization. Six men, Stuart H. Lovelace, Byron L. Akers, Frederic H. Douglas, Kilkenny, Ralph M. Wray, and George Harger are back in college this fall, and other members will return next quarter. Harger is the new secretary.

Victor Keen is attending the University of Missouri.

#### North Carolina

F. J. Liipfert, '20, had the honor of being the first student elected to active membership by the successful petitioners for the University of North Carolina charter. He was elected secretary for 1920-21. He is doing graduate work.

The chapter has elected to honorary membership Prof. C. A. Hibbard, who is in charge of instruction in journalism. Professor Hibbard has had newspaper experience in both this country and Japan.

The chapter is optimistic over the development of instruction in journalism, and aims to stimulate interest in this department. Losing only four men, H. G. West, W. E. Price, N. G. Gooding and T. C. Wolfe, the chapter starts the new year in good shape. Officers are: G. B. Porter, president; J. L. Aycock, vice-president; F. J. Liipfert, secretary and treasurer.

#### Spinning Yarns for Business Folk

(Continued from page seven)

credit manager, the treasurer, the auditor, and purchasing agent and the office manager. In many companies the duties of two or more of these officials will be delegated to one man, but you get the idea—get acquainted with the men in charge of these activities.

"Find out just what methods they are applying that differ from other men's methods. Ask them what has been the biggest thing their company has done in the last year, or the biggest change they have put into practice. Find out the reasons behind the achievement; find out wherein the method differs from customary practice; find out how it is applied and what results it produces.

"Don't generalize; give us stories based on facts, figures and specific instances—stories that tell just how certain communities, industries, companies and individuals are solving certain problems and doing certain things.

"You are talking, for example, to the auditor of a company that manufactures underwear. 'No,' he says, 'I don't think of anything unusual we are doing. Oh, yes, come to think of it, we recently installed a system of recapitulating our sales, both by salesmen and by lines of goods. We can tell at a glance now just which salesmen are pushing the "leaders" and which are selling the full line. We know just how much each salesman is earning for the house and the profit produced by each of our lines. Is that the kind of material you're looking for?'

"And before you know it you've got a story. You'll find material just that way, too, wherever you find live business men. But be sure to check up your facts and figures, and write in language that the average reader can understand."

"Is that all?" the visitor asked.  
"Yes, that's all," the editor replied.  
"But hold, I've overlooked the most important thing. Don't forget to double-space your copy."

## Balfour Blue Book 1920

The Standard Reference  
for Sigma Delta Chi  
Jewelry, together with  
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